

5 THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

- 1 A road advertising system in which advertising indicia is applied to
an upper surface of a road forming a carriageway capable of carrying
10 pedestrian and/or vehicular traffic;
the system comprising;
a wheel mounted mobile unit including a source of marking fluid,
delivery means to distribute said fluid onto a surface,
control means to regulate delivery rate of said fluid,
15 the control means including a computer actuated plotter which controls the path
of at least one delivery nozzle associated with the delivery means to form an
image on the road surface.
- 2 A road surface advertising system according to claim wherein the
mobile unit is a vehicle including a control centre capable of actuating said
20 control means.
- 3 A road surface advertising system according to claim 2 wherein the
plotter defines a path which is determined by parameters programmed into said
computer.
- 4 A road surface advertising system according to claim 3 wherein the
25 path defined by said plotter is an outline of an advertising image to be applied to
said road surface.
- 5 A road surface advertising system according to claim 4 wherein a
plurality of nozzles each deliver a fluid of at least one type.
- 6 A road surface advertising system according to claim 5 wherein each
30 delivers a fluid of at least one colour.

- 7 A road surface advertising system according to claim 6 wherein the vehicle includes a control panel to select a computer generated advertising indicia and activate said plotter to generate said image.
- 8 A road surface advertising system according to claim 7 wherein, the
5 images are stored on a data base in said computer.
- 9 A road surface advertising system according to claim 8 wherein the control means includes a controller which regulates the rate of discharge of fluid from said nozzles.
- 10 10 A road surface advertising system according to claim 9 wherein the fluid is sprayed from each said nozzles.
- 11 A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper road surface.
- 15 12 A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper surface of a substrate.
- 13 A road surface advertising system according to claim 12 wherein the substrate is fixed to a road surface by an adhesive.
- 20 14 A road surface advertising system according to any of the foregoing claims wherein the fluid is paint.
- 15 A road surface advertising system according to claim 14 further comprising a heating unit which rapid cures said paint when applied to the surface.
- 25 16 A road surface advertising system according to any of the foregoing claims wherein, the advertising indicia includes a protective skin to avoid abrasion of the advertising surface by traffic passing on the upper surface.
- 30 17 A method of applying advertising to a roadway or pedestrian pavement comprising the steps of :

- a) preparing a pavement surface capable of carrying pedestrian or vehicular traffic;
- b) providing an advertising image on an upper surface of said pavement or on a substrate fixed to said pavement, underneath the upper surface so that the advertising is protected from wear due to vehicular and /or pedestrian traffic
- c) placing the image or indicia so that said image is viewable from above or at an acute angle to a plane of the advertising and wherein the advertising is disposed below an upper surface of said pavement.

10 18 A method of applying advertising to a roadway or pedestrian pavement comprising the steps of :

- a) preparing a pavement surface capable of carrying pedestrian or vehicular traffic;
- b) taking a computer controlled system and selecting parameters from a computer data base for a selected image;
- c) activating a plotter associated with said system which is responsive to selection of said image.,
- d) allowing the plotter to define an outline of an image on a road surface or on a substrate fixed to said road surface;
- e) arranging the size of the image or indicia so that said image is viewable from above or at an acute angle to a plane of the advertising.

20 19 A method of placing an image on a road surface; the method comprising the steps of :

25

- a) taking a wheel mounted mobile unit including a source of marking fluid,
- b) taking delivery means to distribute said fluid onto a surface,
- c) activating control means to regulate delivery rate of said fluid,

d) activating the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.

20 A method according to claim 19 comprising the further step of
5 moving the vehicle along the road surface as said fluid is delivered according to prescription.

21 A method according to claim 20 comprising the further step of allowing the plotter to define a path which is determined by parameters programmed into said computer to outline an advertising image.